

February 22, 2011

TO: Miranda Paster, Office of the City Clerk

FROM: Kerry Morrison, Executive Director, HPOA

SUBJECT: Fourth Quarter Report: October 1, 2010 through December 31, 2010

As is required in our Agreement with the City of Los Angeles, I am submitting our Fourth Quarter Report to summarize key activities of the Hollywood Entertainment District.

I. Operational Issues

- An open house to celebrate the new office on the fourth floor of the Taft Building was held on Thursday October, 7, 2010.
- At the November 18, 2010 meeting of the board of directors, the 2011 budget and Annual Planning Report were approved to send to the city.
- New directors were elected for a three year term at the November 18, 2010 board meeting. Returning directors included: Chris Bonbright and Michael Gargano. New board members included: Galo Medina, Louis Pellicia and John Lyons.
- A new slate of officers were elected at the November, 2010 board meeting:
 - President: Thad Smith (second term)
 - Vice President: Ron Radachy
 - Secretary: Jim McPartlin
 - Treasurer: Frank Stephan

II. Security

- Renewed relationships were forged with LA County Sheriff deputies assigned to Hollywood, who patrol the RedLine. As a result, a tour was arranged in October of Transit Enforcement Operations downtown and along the Blue Line, for staff and Andrews Security representatives.
- At the November board meeting, Captain Bea Girmala presented video images documenting increased night-time violence in Hollywood, especially around nightclubs and parking lots

after the clubs close. She expressed concern about some of the trends she is noticing in the community.

- With the court granting a temporary injunction making it more difficult for LAPD to initiate enforcement actions against the street characters and CD vendors, it has been observed that more characters are inching back out to the sidewalks again around the Chinese and Kodak Theatres.
- At the end of this year, BID security had made 849 arrests in the Hollywood Entertainment District. Approximately 56% were for drinking in public. Additionally, the security team has responded to 2,751 radio calls, made 3,517 business contacts year to date and 654 referrals to social service agencies.

III. Streetscape

- Organizing meetings continued to assist the alley property owners along Cahuenga to prepare for the construction of the pedestrian alley. In November, the board authorized the staff to negotiate a management agreement with the alley management association (to be formed) to coordinate their activities. A set of organization guidelines were created in December, which will serve as the basis for the bylaws. The city gave the deadline of January 17, 2011 to have all items removed from the alley in preparation for construction.
- The Side and Back Streets tree planting project was completed in mid-October. Approximately 90 trees were planted.
- The CRA initiated a meeting with BID staff to discuss the potential rehabilitation of the four “star-tracker” fixtures at the corner of Hollywood and Vine on October 12, 2011. New lighting technologies may allow for an economical repair that would not be costly to maintain in the future.
- In November, staff visited Wilshire Center to take a look at some of their unique streetscape elements for possible consideration in Hollywood.

IV. Marketing Issues

- Design work was underway to prepare for a newsprint newsletter for the Hollywood Entertainment District in the new year, instead of the e-newsletter, which is increasingly not being opened by BID stakeholders and others.

V. Other

- The HPOA Board weighed in on the city’s proposal to lease the nine major garages in the city to a private party for a 50 year term. Approximately three-fifths of the spaces are located

within Hollywood (including the Hollywood & Highland garage in the HED), and hence there was significant concern about the long-term affordability of parking to support continued growth in the retail and commercial sectors within the BID. Staff and board members testified at city hall in December and generated communications to all members of the city council expressing opposition to this proposal.